

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, NOVEMBER 16, 2006
7:30 PM

CALL TO ORDER AND ROLL CALL

Chairman Wetzork called the meeting to order at 7:30 p.m.

Present: Chairman Wetzork. Commission Members: Bonta, Dahlberg, Kelly, Lindsey, Ryan, Schmitz and Zuppan (arrived at 7:40 p.m.)

Absent: Commission Members: Autorino

Staff: Jennifer Ott and Rosemary Valeska

MINUTES

1. Minutes of the Regular Meeting of October 19, 2006

Motion (Bonta), seconded and unanimous to approve the minutes of the Regular Meeting of October 19, 2006 as noted, with the inclusion of comments regarding Bridgeside provided by Commission Member Kelly.

CONSENT CALENDAR

(None)

ORAL COMMUNICATIONS - PUBLIC

(No speaker slips were submitted.)

UNFINISHED BUSINESS

NEW BUSINESS

2. Park Street Business Association Presentation

Chairman Wetzork stated that Mr. Ratto of PSBA had requested that this item be continued to the EDC's next Regular Meeting.

3. Recommendation to Endorse the Community Wide Survey to be Conducted in Conjunction with the Economic Development Strategic Plan Update

Ms. Ott addressed Commission Member Dahlberg's questions regarding the meetings that Development Services Department staff held with business

associations, College of Alameda and AUSD to discuss economic development priorities. Regarding the proposed survey, Commission Member Dahlberg recommended adding a question regarding what people would like to see at Alameda Point. Commission Member Schmitz recommended adding a question regarding what role the City should play in cleaning up Alameda Point, or how does the relevance of Alameda Point compare to other City priorities. In response to a question by Commission Member Kelly, Ms. Ott clarified that the survey would not be delayed beyond January 2007 and was not tied to the schedule of the upcoming Big Box study. Commission Member Zuppan recommended that better directional prompts should be provided on questions such as number 6.2. Public speaker, Bill Smith, spoke regarding the need to integrate the base into the rest of the island. Commission Member Kelly recommended that question number 6.0 be reworded to avoid a double negative. Motion (Dahlberg), seconded and unanimous to endorse the survey as noted.

4. Consider the Cancellation of the December 21, 2006 Regular Meeting

Motion (Dahlberg), seconded and unanimous to cancel the December 21, 2006 Regular Meeting.

REPORTS

5. Oral Report: Chairman Wetzork – Chair of the Economic Development Strategic Plan Update Subcommittee

Chairman Wetzork waived his report due to the earlier presentation.

6. Oral Report: Commission Member Schmitz – EDC representative to the Multi-Modal Transportation Task Force

Commission Member Schmitz stated that there had been no meetings and had nothing new to report.

7. Oral Report: Chairman Wetzork – EDC representative to the Pedestrian Task Force

Chairman Wetzork stated that there had been no meetings and had nothing new to report.

8. Oral Report: Commission Member Autorino – EDC representative to the City of Alameda Task Force of the Alameda County Climate Protection Project

Commission Member Autorino was absent; however, Ms. Ott stated that she had received an update from the Planning Department, which staffs the City's task force. A meeting will be scheduled in about a month after some necessary data gathering. The ultimate goal will be the development of a local action plan.

At this time, Commission Member Lindsey asked when the Bridgeside developer would be giving a report to the EDC. Ms. Ott stated that a staff report regarding Bridgeside would be provided to the EDC at the January meeting.

WRITTEN COMMUNICATIONS

ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- Staff update – Alameda Theater & Parking Structure Project

Ms. Ott reported that light fixtures have been removed for restoration; asbestos abatement has begun; historic features have been protected to prepare for the start of demolition of non-historic features; cineplex construction drawings have been submitted; and grading and excavation work has started on the parking garage site. In response to a request for milestone information from Commission Member Dahlberg, Ms. Ott stated that an Executive Schedule would be provided for the next update and that schedule information would be provided on the theater project website.
- Staff update – Target

Ms. Ott reported that the Planning Board recently held a working session. The Draft EIR comment period will close after January 1. The Planning Board will hold a design review hearing and take action on the EIR in late January or early February.
- Staff update – Auto Row

Ms. Ott stated that Development Services is looking for a consultant to assist in the development of a visioning plan, which will be used to develop guiding principles for a specific plan. The EDC will be involved in this process. Regarding the recent article regarding Ron Goode Toyota, Ms. Ott stated that the City has every intention of working with Len Goode regarding future development of his property. The City had already prepared survey questions in anticipation of changes on Auto Row. Chairman Wetzork stated that the City will need Target to offset the loss of sales tax when the Toyota dealership leaves Alameda and that Alameda needs to attract and retain businesses.
- Commission Member Dahlberg commented on a recent article stating that the Navy accepted responsibility for Alameda Point clean-up. Ms. Ott stated that she could not address that specific article; however, the issue is not so much accepting responsibility for the cleanup, but the timeline of the clean-up.

ADJOURNMENT

The meeting was unanimously adjourned at 8:28 p.m.

Respectfully submitted,

Jennifer Ott
Development Manager

JO:rv